GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:2390
ANSWERED ON:15.03.2007
REVITALISATION OF ITDC
Yaskhi Shri Madhu Goud

Will the Minister of TOURISM be pleased to state:

(a) whether the Government is considering to revitalise the ITDC ;

(b) if so, the details thereof; and

(c) the time by which it is likely to be revitalised ?

Answer

THE MINISTER OF THE STATE IN THE MINISTRY OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a), (b) and (c) : ITDC management takes several steps from time to time to increase its profitability. Some of these steps taken recently include:-

(i) Repairs, maintenance and essential renovation works in ITDC hotels through an internal generation of funds.

(ii) Drawing up a major revitalisation plan of various activities of ITDC including a major renovation of Ashok Hotel, New Delhi.

(iii) Introduction of new services and facilities in ITDC hotels to make them more competitive.

(iv) Partnering with Global players for duty free business in India and abroad.

(v) Diversification in event management business and other new niche products.